The Refined Story

Achieve Your Awesome

Client Writing Samples

July 2020

Client: Microsoft Global Engagement Program (Healthcare)

This marketing program, intended to provide support for Microsoft's enterprise sales teams, operates by dividing into industry segment. The Refined Story worked with the Healthcare and Government teams to develop scripted podcast series of four to five episodes per season. This work involves interviewing subject-matter experts, collaborating with team leads on developing subject, writing the scripts with a narrative voice and appropriate soundbites, and then directing the voice talent in the studio. Each episode runs between 14 and 17 minutes. Here's a snippet from one episode of the NextGen Health series, written by Refined Story principal Joel Magalnick:

Matt Turner
The studies say that one-third, one out of every three deaths in the health care system, can be attributable in some ways to sepsis.

Jenn Roth
Sepsis is a potentially life-threatening condition. It's caused when the chemicals the body releases into the bloodstream to fight an infection fall out of balance. That chemical imbalance triggers changes that can damage multiple organ systems. If untreated, sepsis will eventually lead to shock—and possibly death. It can happen to anyone, but if caught in time can often be successfully treated with antibiotics and large amounts of intravenous fluids. A moment ago you heard from Matt Turner the chief data officer of MUSC, the Medical University of South Carolina. He was quoting a statistic from the Centers for Disease Control and Prevention. Let's put that one-third number into greater context. Between 1999 and 2014, so we're talking about a good range of data, nearly 2.5 million people in the U.S. died from a form of sepsis listed on their death certificate[1]. And according to the World Health Organization, 6 million patients who suffer from sepsis die from it each year[2]. Sobering, isn't it?

Matt Turner
It is an epidemic and we are trying to eradicate that.

Jenn Roth
If we look at the U.S. stats more deeply, fully 75 percent of those deaths were people age 65 or over. These are often the frailest members of our society. They could also be members of our own family. So what are we doing about it?

Welcome to NextGen Health, a podcast from Microsoft Worldwide Studios in Redmond, Washington. I'm Jenn Roth. In my work at Microsoft, as a director of Healthcare product marketing, I think on a daily basis about how we can use technology to solve the problems that plague our healthcare system. That often falls more into the operations and

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[1] From Varying Estimates of Sepsis Mortality Using Death Certificates and Administrative Codes — United States, 1999–2014

[2] World Health Organization, Key Facts on Sepsis

administration of healthcare organizations, but sometimes we come across problems that cut so deeply they overwhelm one person's, or even hundreds of people's, brains. That's where the power of machine learning and artificial intelligence become so important. MUSC is using these transformative technologies to try to beat the sepsis epidemic.

Matt Turner
So what we do every day is we generate thousands of features for machine learning. We isolate those patients. We have low, medium, and high-risk scores that make it very intuitive for caregivers. And we do different interventions based on if it's low, medium, or high risk. That allows us to be very resource-wise on how we deploy those things.

Jenn Roth
The advanced machine learning MUSC has put in place looks at the clinical data they collect from somewhere between one and two thousand patients—every single day. As the storehouse grows, the machine-learning model continues to get smarter. From there, clinicians can see, based on that data, a number of patients where it's clear they are at risk for sepsis, or any other potential health risks, and take action. Right away. The model, in essence, is driving their evidence-based care.

Matt Turner
For the patients that are rising in risk, we get very aggressive there and can actually capture that on average eight hours before the patient would previously be realized.

Jenn Roth
So if you're a medical professional, you might be asking yourself, what's MUSC doing and how are they getting results? The college and its associated medical center understood that they, like every healthcare system, had to evolve to meet the needs of an aging population and rapid change across the industry as a whole. But also, they saw that this road to transformation needed to meet the requirements of the organization, their electronic health record, or EHR, system, and their specific South Carolina population.

Matt Turner
A number of our predictive models are developed in-house or they are tuned by our data scientists to be very specific to our organization. There are many models that are out there in the industry with the commercial EHR vendors. And while those people are solving problems for the masses we believe that we can build very tailored, personalized solutions for the patients in MUSC health that are trained on, you know, five to 10 years of clinical data from South Carolina residents, from our patients that we serve with our disease states and populations.

Jenn Roth
One sign that the off-the-shelf solutions weren't right for them? A common problem known as alert fatigue. That's where a patient's alarm rings so often that the clinical staff tunes it out. Which leads to the exact opposite outcome of the alarm's intent.

Client: Microsoft Global Engagement Program (Retail)

Microsoft partnered with the "Retail Prophet" Doug Stephens for an online engagement, but they wanted to get as much mileage as they could from their session together. They called on me to ghost write four blog posts based on his talk and some of the questions he answered afterward. Here's one of those posts, attributed to Cath Brand, Microsoft's Industry Marketing Director – Retail and Consumer Goods.

Your store is no longer a store, but retail as a service

Think of your retail store not as racks and shelves, maximizing every square inch to hold product after product, but as a service—a way to build an experience, each product a character in a larger story that uses intelligent technologies to help guide the way.

"Generally speaking, we're talking about a number of different services being offered to these digitally native brands, whether that's brand curation, making sure that the right brand adjacencies are put together in a given space," according to Retail Prophet Doug Stephens. "Staffing and training is provided, marketing and event management. Many offer platforms to retail partners as well, and give awareness of foot traffic throughout the space, and demographics."

Think of it this way: consumers now research, shop and order online. That is what has forced this rethinking of the retail floor. And with this new-found power the consumer has, retailers must think about their business in terms of their changing priorities.

That increases the challenge for stores that maintain a brick-and-mortar presence. Stephens refers to stores like Beta and Story NYC that have taken the lead on this emerging trend, which seeks to give context to a product and provide an experience in how the product might be used. Sales staff are trained to familiarize themselves with each product so they can educate their customers.

In addition, according to Stephens, this new breed of retail store helps emerging companies by giving them "a significant amount of intelligence on who is interacting with their brands," he says. "We're seeing a real explosion in this space and to me it really marks a transition in the retail industry."

One way Stephens notes this transition is in how the stores redefine space and audience. At Plano, Texas-based Neighborhood Goods, founder Matt Alexander curates each product to relate to one another, and holds events so customers can experience the intent of each product's creator. He will have only about 15 brands in the store at any given time.

Neighborhood Goods has, in essence, exchanged the traditional sales floor employee with limited knowledge of a lot of products to an events manager and a curator who knows the smallest details of a very limited number of products.

So is it working? Having a store act as a showroom does appear to be having an effect. Stephens says that people aren't shopping less. They're just shopping differently. Still, from the store's perspective, it's a risky proposition—the partner company could run out of funding and shut down, or could expose the store to credit worthiness issues, plus the upfront capital

required to have the necessary technologies in place to enable purchases and collect data—but the returns can be worth the risk.

To respond to such possible issues, Microsoft partnered with Sunrise Technology, which is adding digital services to dead shelf space in Kroger supermarkets. These small screens offer advertising and dynamic pricing that can draw in customers and, at the same time, provide another source of revenue for retailers.

Thanks to technology, not only does this moribund space come alive, it also adds to a level of experience and engagement for a customer to give them an even better shopping experience.

The strategy can work at a smaller scale as well. You can find dynamic digital displays with nearly every product at Beta, for example. Macy's, which has taken a stake in the Palo Alto-based company, has opened its own Market@Macy's in 12 of its stores to gather analytics and provide the same type of curated product experience.

To learn more about how you can reimagine your retail experience, watch the on-demand webinar The Five Most Important Decisions Facing Today's Retail CEOs, which Stephens shares these insights and more on the changing trends in retail.

Client: Microsoft Inspire

How's this for a fun challenge? Developing a templated but personalized approach to quickly help executives tell their corporate stories on video. The Refined Story's Joel Magalnick worked with more than 50 leaders at Microsoft's Inspire conference to explain their value proposition by helping them develop a script that they then read through a teleprompter, which resulted in a shareable video. The work not only included scriptwriting, but helping these executives explain their differentiation and coaching them through their delivery. Here are a handful of those scripts:

How can you turn data insights into memorable stories?
Hi, I'm Naveen Gattu, COO and co-founder of Gramener, a design-led analytics firm. We work with C-Suite and enterprise business users to bridge the gap between Data Science & Decision Making—by turning data into rich narratives. That can be interactive visuals or it can be a comic, which speeds up the decision cycle by 70%.
Our Gramex Platform and our people make data simple again. We build rich experiences by extracting automated insights & communicating them as memorable stories wrapped as AI data applications.
Want to learn more? Please reach out to us at contact@gramener.com

What would you do if you had more time? Companies are placing too much overhead on their employees with too many meetings—which means they have trouble doing their job.
Hi, I'm Jan Rezab, CEO & Founder of Time is Ltd. We help companies measure their productivity by taking their existing internally public data like their calendars to better visualize their internal communications. Our software solution helps companies assess how their teams communicate with one another.
We use calendar and communication data such as from Microsoft Teams and Slack to better listen to a company's heartbeat.
We work in particular with large companies because we've found that the bigger the company, the harder it is for people to collaborate. And businesses get the best results from people who have the time to get their work done.
Free your schedule. Find me on LinkedIn or visit timeisltd.com.

Developing an application is one thing, but deployment, maintenance, and compatibility with all of your devices — so you don't have to worry about it — that's another.
Hi, I'm Dewi Van De Vyver, CEO of Flow Pilots. We help startups, small and medium-sized businesses, and even large corporations in the Benelux build their digital products. We take you through your digital transformation, from proof of concept all the way to MVP, where you can test it with your customers in the field. Once our team solves your problem, we turn it into an enterprise-grade product with all of the features you need to get a return on your investment.
We have an unbelievably dedicated team of analysts, developers, designers and project managers, who are always at your service.
Please let us know how we can help you by emailing me at captain@flowpilots.com.

Client: Emodo

For this client, The Refined Story's Joel Magalnick collaborates with Emodo's data scientists and marketing team to develop content across the company's multiple platforms. In this case study, Joel did extensive research on the industry to understand how different auto parts shoppers behave. The end results were both a report for Emodo's internal client as well as this public case study where Joel edited and curated the report's findings to explain consumer behavior across the industry's major players.

Auto Parts Stores Satisfy a Need-it-Now Mindset

The worldwide automotive afterparts market will exceed $1 trillion by 2022* The U.S. makes up about a third of that market. What does that mean for the brick-and-mortar auto parts industry?

Do-it-yourselfers want to save money by making their own repairs. Independent auto mechanics often purchase parts from their neighborhood store rather than buying OEM parts. This study looks at the visit behavior of both types of buyers across 4 national auto parts stores.

The Afterparts Market Relies on Foot Traffic

Amazon, Ebay and Walmart.com dominate the online market—and drive its growth. However, many people who fix cars need their parts right now. Some may need to have the tactile experience of seeing and touching the part to confirm it will fit properly. In the past 10 to 15 years, the consumer side of the auto-parts retail sector has seen a dip in visits, but it's still very much an industry that relies on foot-traffic.

AutoZone is the Last Stop. Emodo foot traffic analytics show that a visitor will often go to one auto parts store and within the hour, visit another.
Across the four auto parts retailers, AutoZone is typically visited by consumers who begin their journey at a NAPA, O'Reilly or Advance Auto Part store.
Interestingly, when they start shopping at AutoZone, they tend to only shop at AutoZone.

Different Shops for Different Shoppers: There's a clear correlation, particularly late in the week or on the weekend, between AutoZone and Advance Auto Parts as do-it-yourselfers make last-minute preparations for their weekend in the garage. Compare that to auto mechanics who visit Napa on a Monday or Tuesday, then often complete their shopping at AutoZone an hour or so later.

The Do-it-Yourselfer vs. the Auto Mechanic

Weather permitting, a do-it-yourselfer will visit an auto parts store on Friday night or Saturday morning to have what they need to change their oil–or their floormats.

Those weekend projects change with the season. Friday and Saturday visitors dropped off dramatically between September and October as

the weather began to chill. The number of visits by do-it-yourselfers remains high while the weather stays warm. In October, traffic begins to fall.

Repair shops, however, appear to stay consistent with their auto parts suppliers. Wednesdays and Thursdays are likely the most popular days
for vehicle service–most visits occurred during late afternoon on Tuesdays and Wednesdays.

Notably, Napa stores still have heavy midweek Mechanic foot traffic despite the fact that they deliver.

Where Do Shoppers Go on Sunday, When Napa Stores are Closed?

With Napa stores closed on Sundays, the competitive dynamic across the market changes. The spikes in this daily index view bring up the overall index for AutoZone and O'Reilly, while Advance Auto Parts holds steady in comparison. Napa, aside from those Sunday dips, holds consistent throughout the
rest of the week.

Auto-parts chains, like other retailers, are likely seeking new marketing opportunities and methods for increasing sales. Armed with visit, visitor and competitive insights like these, they now have more places to look and more strategies to uncover.

Methodology

Emodo uses carrier data to identify and eliminate the inaccuracies inherent in SDK, GPS and other marketing data. Further, Emodo uses the carrier-verified, carrier-filtered data to inform hundreds of millions of anonymous device profiles and continually build and refine highly targetable audiences. Carrier intelligence makes it possible to accurately track the consumer's Mobile Journey at scale.

For this case study Emodo's examined consumer data about auto parts shopping habits. More specifical- ly we focused on two groups of visitors—the auto mechanic and the do-it-yourselfer— Both groups were identified based on their foot traffic patterns to AutoZone, Advance Auto Parts, Napa, and O'Reilly and other places over a period of three months.

Client: Sound Aging

This client, a geriatric social worker, had two needs: the first, to reimagine and redevelop a website that clearly wasn't working for her or her potential clients and colleagues. The second was much more creative—she wanted to help adult children of aging parents deal with the struggles of aging and what often became new realities. That resulted in AskDearie.com, an advice column with the factual voice of our client and the more fictional voice of her mother. The Refined Story worked with this client on both sites to develop the voice and tone as well as build both sites.

Menu Navigation Copy
Speaking Engagements
Education
Blog
About Sound Aging
Contact Sound Aging

Headings/Calls to Action
Learn about Barbara Green, MSW, LICSW
Barbara provides Care Consultations to families and individuals who have questions and concerns about the changes that occur as adults grow older. Please visit the Care Consultations page for further information.

Winter/Spring 2018 Round Table Series
Dynamic Content
Barbara speaks across the country on multiple topics concerning aging and older adults. She would be pleased to host a Community Conversation at your workplace.
[Book an engagement today…]

Need advice on aging? Dearie can help.
Barbara and her 94-year-old mother Dearie give their own take on pressing questions about aging.
[Visit them today!]

Client: Microsoft Events

The Refined Story worked with the Microsoft events team to develop email content that promoted, welcomed, and thanked attendees to various industry conferences where the company was either the host or had set up a booth. These emails, based on a character-limited template, were intended to tell the Microsoft story to decision makers, but had to walk the fine line between confirmed and unconfirmed attendees.

Space	Max chars	Content
Subject	65	Get ready to empower Intelligent Banking
Preheader	80	
Headline	64	Experience the latest innovations driving financial services
Headline body text	154	We'll be at Sibos to show how we're empowering intelligent banking with AI and a secure and compliant cloud.
Headline paragraph text	No max	Microsoft is empowering organizations with intelligent banking. We've got many different ways for you to discover how our secure and compliant platforms are driving the new age of financial services to help modernize payments and core banking, manage risk across the organization, and combat financial crime. If you are not attending Sibos this year, learn more here about how we're empowering Intelligent Banking. If you are planning to be in London from Sept. 23–26, we've got a lot of ways for you to connect with us. Attend our sessions, where you can see real-world examples of how financial services customers have successfully created and advanced their businesses with Microsoft. You will hear from experts such as: • Rupert Nicolay, Financial Services Architect, on Security vs. Convenience: Delivering Seamless, Secure Service Experiences, where he will discuss the trade-offs between security and convenience to most effectively shape the customer experience. **Time and Location TBD** • Microsoft's Pankaj Gudimella, Director, Treasury will present on the SWIFT GPI: Creating Value for Corporates, in a discussion about corporate requirements in cross-border payments. **Wed., Sept. 25, 2019	10:00-10:45 am	Hall 8, Stand D17**

		• Dave Dadoun, Assistant General Counsel, Head of Legal and Regulatory, Financial Industry Team at Microsoft will take part in The Cloud Debate session. How do you decide what is right for your organization? IT leaders need to constantly assess the benefits of new technology in the context of the businesses they serve. **Tues., Sept. 24, 2019 | 10:00-10:45 am | Main conference, Conference South, Conference Room 3** Set up a 1:1 meeting with our executives and thought leaders who work at the intersection of technology and finance to guide you on your digital transformation in banking. Set up a meeting now Visit us at Booth Z131, where we'll show you how you can modernize payments for agility, manage risk for deeper insights, and combat financial crime to protect your bank and your customers. Also, don't miss the Women of the World networking event, which returns for its second year to explore the importance of female leadership in the financial industry and celebrate women who have inspired throughout history. Get more information about how Microsoft is making it easier for you to empower intelligent banking and get great FSI content by visiting our website. Follow us on Twitter at @msftfinserv to get regular updates throughout the conference. If you're attending Sibos this year, we look forward to seeing you there!
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